



**U.S. ARMY**

# NAACP **ARMY** TIMES

**At the 94th NAACP Convention**

**Volume 1 • Issue 1**

## NAACP/ARMY Partnership Continues



LTC Stanley King, NAACP Convention Officer-in-Charge, presents NAACP Program Director John Johnson with an award for his work on behalf of minority men and women in the U.S. Army. The U.S. Army and the NAACP continued their long-standing partnership during this year's convention by collaborating on the Armed Services & Veterans Affairs Awards Dinner and other aspects of the national convention. The U.S. Army was this year's honored branch of service.

## CSM JONES GREETES NAACP BOARD

*Army co-sponsors private dinner with association leadership*



**FOUNTAINBLEAU HILTON** – Introduced by Board Chair Julian Bond as the top African-American enlisted female in the Army organization, CSM Michele S. Jones warmly greeted the NAACP on behalf of all active and reserve soldiers

At a private dinner with NAACP Board Members and senior executives, CSM Jones, Command Sergeant Major of the U.S. Army Reserves and the top enlisted reserve soldier thanked the NAACP for their efforts to ensure equal opportunity for all wishing to serve in the U.S. Army.

“Because of the efforts you all made, it’s now possible for someone like me to be here,” CSM Jones said. “The Army has come a long way and – in my opinion – represents the best place for African-Americans to receive skills and leadership training.”

As the command sergeant major, CSM Jones is afforded the opportunity to meet with soldiers around the world. In every instance, she said soldiers committed to sacrifice and the core values of the U.S. Army surround her.

CSM Jones encouraged the association leadership to meet with

“We [the NAACP] commend the bravery and sacrifice of our men and women in uniform, who represent all races and faiths.”

– Board Chairman Julian Bond  
Keynote Address  
2003 NAACP National Convention  
Miami, Florida

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## Brown Keynotes Military Awards Gala

*CSM Jones, Mr. Chappelle  
receive top NAACP honors*



**FOUNTAINBLEAU HILTON** – It was a night filled with military pageantry, solemn remembrance and – Tony Award-winning performer, Ben Vereen. The 28<sup>th</sup> NAACP Armed Services & Veterans Affairs Awards Dinner honored the United States Army and paid tribute to fallen and serving military personnel in all branches of service.

The awards dinner, created by the NAACP Armed Services & Veterans Affairs Dept. in 1975, sought to “ensure equal opportunity in the Dept. of Defense through a national recognition program.” Through this ceremony, the association awarded individuals and organizations who “have made significant contributions to promoting equal opportunity and civil rights” in the DOD.



*SGM Bruce Rothwell of the Military District of Washington pays tribute to fallen African American soldiers during the Armed Services & Veterans Affairs Awards Dinner.*

For this event, hundreds of Pentagon officials and military leaders joined the NAACP in celebrating the achievements and advance-

ments made by the defense community. This year’s keynote speaker was Asst. Secretary of the Army for Manpower and Reserve Affairs Reginald Brown.

During his address, Brown commended the NAACP for their civil rights struggles and victories.

## CSM Michele S. Jones

**Command Sergeant Major of the U.S. Army Reserves**

*NAACP Meritorious Service Award*

Awarded annually to an American military service man or woman in uniform in a policy making position for the highest achievement in military equal opportunity.

## Mr. Luther L. Santiful

**U.S. Army Director for Equal Opportunity and Civil Rights**

*NAACP Benjamin L. Hooks Distinguished Service Award*

Awarded annually to an American Dept. of Defense civilian man or woman in a policy making position for their efforts in implementing policies and programs which promote equal opportunity in the military.

## Mr. Gregory A. Chappelle

**U.S. Army Automotive Tank and Armaments Command**

*NAACP Roy Wilkins Renown Service Award*

Awarded annually to American military personnel who have distinguished themselves by contributing to military equal opportunity and programs.

“I’m honored to be here tonight, speaking with a group that has done so much to enhance equal rights and diversity in this great nation,” he said. “The history of the NAACP is one of continuous struggle in pursuit of justice – in the unshakable belief that our nation truly stands for equality, justice and opportunity for everyone.”

Several military personnel were singled out for

“More than most of American society, our military reflects the diversity of our nation.”

- Board Chairman Julian Bond  
*Keynote Address  
2003 NAACP National Convention  
Miami, Florida*

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# NAACP LAUDS SPC JOHNSON

*Leadership and membership support former POW*



**MIAMI BEACH** – The NAACP rolled out the red carpet for SPC Shoshana Johnson. The former Iraqi Freedom POW, invited by the NAACP Armed Services & Veterans Dept., was the association's honored guest during the national convention.

Everyone was proud to see and meet SPC Johnson. Walking through the Miami Beach Convention Center, she became an instant celebrity. A throng of well-wishers surrounded the young soldier offering kudos and requesting autographs on convention programs and T-shirts.

"I prayed for you every night," said one NAACP conference volunteer. "Each and every day I prayed for your safe return."

Senior NAACP leadership also feted the former POW. Board Chair Julian Bond mentioned SPC Johnson during his keynote address to the general association membership. He also took the time to meet with her privately, wherein he thanked SPC Johnson for her sacrifice and courage.

"We are all very proud of you," Bond said. "You have the support of the community and this organization."



*SPC Shoshana Johnson, former Iraqi Freedom POW (2<sup>nd</sup> from r.) is flanked by (l. to r.) aunt Melanie Thorne, NAACP Board Chairman Julian Bond, aunt Sonia Thorne and NAACP President & CEO Kweisi Mfume.*

During the Armed Services & Veterans Affairs Awards Dinner, President & CEO Kweisi Mfume met with the specialist and shared his pride and appreciation. Mfume took several photographs with SPC Johnson – some of which appeared in prominent African-American publications including the *Baltimore/Washington Afro-American* and *JET Magazine*.



*Johnson, seated, receives a standing ovation during the Center of Influence program.*

"As we gather here in Miami today, we do so particularly this year in unbroken solidarity with the proud men and women of our armed forces, many of whom are serving at this hour at outposts all over the globe."

President & CEO Kweisi Mfume  
*Keynote Address,  
2003 NAACP National Convention  
Miami, Florida*

Shoshana had a busy schedule of activities while down at the NAACP convention, but it wasn't all work. According to Associated Press reports, SPC Johnson also used some of her time in Miami to shop with her aunts.

"I am very honored to be here," SPC Johnson said to Mfume. "Thank you for your support."



## Army Booth Offers Array of Opportunities, Information

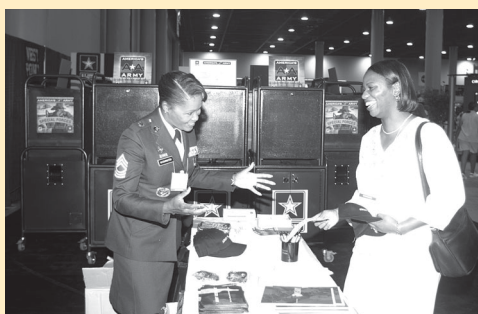
*Reps from multiple components on-hand at convention*

**MIAMI BEACH CONVENTION CENTER** – It was known simply as “Army World.” The space, a 20’ x 70’ rectangle in the NAACP Commerce & Industry Show, featured Army representatives from the Active and Reserve components, as well as ROTC and West Point. The display offered one face and one footprint to a multi-faceted Army and sought to deliver opportunity to the 15,000 conventioners attending the show.

The almost two dozen recruiters – hailing from the Miami Recruiting Battalion and the USMA Office of Admissions – offered passers-by information on Army life and various programs available to soldiers. CPTs Noah Johnson and Margo Mahan, both minority admissions officers at USMA, used a plasma screen and DVD player to portray life at West Point.

Luring prospects onto the Army World footprint was no challenge for

*(continued on page 6)*



MSG Vicki Washington (l.) explains the role of the U.S. Army Reserves to a conventioner at the NAACP Commerce & Industry Show.



## NAACP / ARMY BRIEFS

### BACK BY POPULAR DEMAND

The U.S. Army Field Band Jazz Ambassadors were so well received during their performance of the Star Spangled Banner and Lift Ev’ry Voice and Sing, that NAACP President & CEO Kweisi Mfume specifically requested they play before his keynote address during this year’s convention. The Jazz Ambassadors supported the NAACP convention in various ways, including their performances in the Programs Information Exchange Center, the Center of Influence Reception, several keynote addresses and the Armed Services & Veterans Affairs Awards Dinner.

### LAST HURRAH



The NAACP convention was LTC Stanley King’s swan song. The former Chief of Equal Opportunity for HQDA (Headquarters, Dept. of the Army) served as the OIC (Officer-in-Charge) of the U.S. Army’s participation during the Miami convention.

LTC King said he was pleased with the results of this year’s coordinated efforts. “The convention this year turned out tremendously well,” LTC King said. “The Army’s level of participation this year was unprecedented. The convention required more synchronization than ever between the Army, the agency assets and the NAACP, and even still the events came off without a hitch.” In his new assignment, LTC King will serve as U.S. Army Chief of Joint Management Branch.

### A TEAM EFFORT

The Army’s participation in the NAACP convention required close coordination between multiple agency partners. Aside from the Army’s involvement through the Equal Opportunity office, agencies involved with the convention included: The Caraway Group (lead PR/programs agency), Manning Selvage & Lee (logistical/PR support), Muse Cordero Chen & Partners (Cadet Command sponsorship), Walls Communications (videography, broadcast) and the Vital Marketing Group (Takin’ it to the Streets). Asst. Secretary of the Army for Manpower and Reserve Affairs Reginald Brown thanked all of the agency partners for their year-long work supporting the Army’s mission.



## U.S. ARMY RENEWS ACT-SO SUPPORT

*Officers share opportunities available  
through ROTC*

**RADISSON DEAUVILLE** – During this year's convention, the U.S. Army continued its commitment to the NAACP's ACT-SO program through human resources and sponsorship. LTC B.K. Haynes and MAJ Willie Jackson, both of Florida A&M University, represented the U.S. Army at the ACT-SO Chairperson's Reception by greeting attendees at the door and offering remarks during the reception.

ACT-SO, or the Afro-Academic, Cultural, Technological and Scientific Olympics, is a "yearlong enrichment program designed to recruit, stimulate, improve and encourage high academic and cultural achievement among African-American high school students." Students compete first on the local level to advance to national competition. The competitive events range from Physics/Electronic to Music Vocal/Classical and Chemistry to Photography.

The reception, held specifically for state ACT-SO chairpersons and local advisors, provided Army officials an opportunity to interact with local influentials who advise and mentor high-achieving African-American youth. LTC Haynes spoke with local and national ACT-SO advisors, communicating the opportunities available through ROTC and, as a professor of military science, the types of students he seeks.

Anana Kambon, national ACT-SO director, thanked the U.S. Army for its sponsorship and encouraged the armed service to continue its commitment to the 26-year-old youth organization. While the convention season is important, there are several other ACT-SO programs that require support.

"We want to continue our dialogue with the U.S. Army, and keep them engaged throughout the year," Kambon said.



### CSM JONES GREETs NAACP BOARD (continued)

soldiers they encounter during the convention. In doing so, she said, they will reach the same conclusion.

"I meet with practically thousands of African-American soldiers throughout the year," CSM Jones said. "And I can honestly say they are all proud to serve."

The dinner, co-sponsored by the U.S. Army, was for members of the NAACP National Board of Directors and the Special Contributions Fund Trustees. It was an opportunity for the national leadership to convene in a social setting.

This year's participation marks the U.S. Army's first time sponsoring the dinner. Also representing the U.S. Army during the dinner was BG (p) John Hawkins, LTC Stanley King and LTC B.K. Haynes.

### Hooah! Award



The Caraway Group would like to thank the following individuals for their support and guidance during the NAACP convention:

#### Army Staff

LTC Stanley King, LTC Mark Johnson and all USMA soldiers, MAJ Kathleen Johnson, MAJ Terry Allbritton, SGM Bruce Rothwell, MSG Elizabeth Small, MSG Timothy Hodges, MSG Vicki Washington and the Army Reserves soldiers, SSG Perry Mitchell, SSG Alberto Betancourt, Mr. Harvey Spigler and the Miami Recruiting Battalion.

#### Agency Staff

Michael Grossman and Emil Hill of Manning Selvage & Lee; Ahmad Islam of Leo Burnett; Jo Muse and the entire Muse Cordero Chen & Partners staff; Joseph Anthony and The Vital Marketing Group staff; Lon Walls and Walls Communications staff; and Gene Johnson.

Special thanks to Kirsten Ullman and Sandy Choi of MS&L.

## Brown Keynotes Military Awards Gala (continued)

their specific contributions to equal opportunity in the military. Among the awardees were several Army soldiers and civilian employees.

CSM Michele S. Jones, ninth Command Sergeant Major of the Army Reserves and the first female to hold that post, was tapped for the association's Meritorious Service Award. The award, given annually to a military service man or woman in uniform serving in a policy-making position, was instituted in 1975 by the NAACP Armed Services and Veterans Affairs Department.

In presenting the award, NAACP President & CEO Kweisi Mfume said CSM Jones was a trailblazer and innovator for women, minorities and all personnel in the armed services. Because of their mutual Baltimore background, Mfume affectionately called CSM Jones his "homegirl."

Other Army awardees included Luther Santiful, receiving the Benjamin L. Hooks Distinguished Service Award and Greg Chappelle, with the Roy Wilkins Renown Service Award.

The awards dinner had the look and feel of a certified USO show when Vereen took the stage with the U.S. Army Field Band Jazz Ambassadors. With his signature dash and flair, the Golden Globe-nominated actor performed his patriotic fare with honors to all branches of service.

Vereen expressed his gratitude to the service men and women who answer the nation's call in times of peace and strife.

Brown, too, expressed gratitude to those who support the Army's mission of training and educating the best and the brightest.

"I would like to thank each and every one of you for what you do everyday to ensure that young African-Americans get the education and mentoring needed to help them realize their dreams," he said.

"We offer opportunity, and our young men and women have accepted the challenge."



## Army Booth (continued)

recruiters. Eight kiosks featuring America's Army – the U.S. Army's official video game – kept the site busy with youngsters eager to qualify with the M16A2 service rifle on the computer screen. From there, recruiters worked to convert the interested into forwardable leads.

Not all Army representatives in attendance were counting lead cards, though. MSG Vicki Washington, USARC, supported by several other reserve soldiers, said her mission was not to recruit, but to make the NAACP conventioners and the general public aware of the Army Reserves. Public awareness at events such as this, she said, is just as critical as recruiting.

Recruiters were pleasantly surprised when senior NAACP leadership arrived to take a photograph. Board Chair Julian Bond, Vice Chair Roslyn Brock and President & CEO Kweisi Mfume accompanied by a handful of soldiers grouped together for a picture.

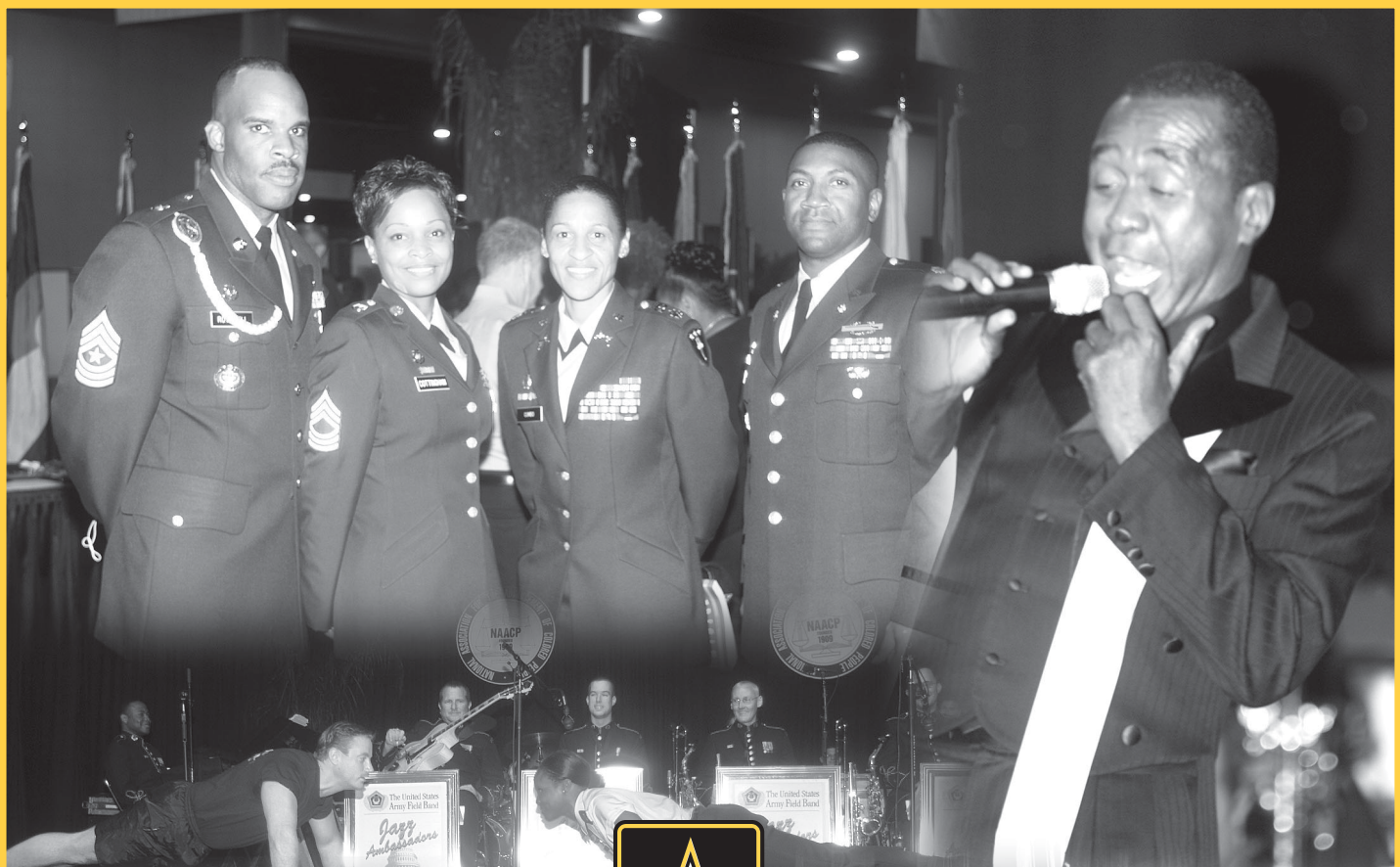
One senior NCO who asked not to be identified said: "Make sure you get me a copy of that photo."

While the other soldiers worked the booth, answered questions and sold the U.S. Army, one soldier in particular worked to ensure all of the equipment and displays were good-to-go. SSG Perry Mitchell of the Accessions Support Brigade (Ft. Knox), and the overall exhibits NCOIC for the convention, was the behind-the-scenes soldier who spent two whole days in the hot convention center assembling – and disassembling – the Army display.

SSG Mitchell bristled when asked about the work he does, "I do over 100 of these shows a year. This is what I do: I help the Army get out there."

For four whole days in the Miami Beach Convention Center, SSG Mitchell was part of an overall effort that did just that.





**NAACP & U.S. Army**



**U.S. ARMY**

**Pass-In-Review**



## Information Exchange



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*(Above) The U.S. Army Field Band Jazz Ambassadors offered musical entertainment to conventioners in the NAACP Programs Information Exchange Center during the national convention in Miami.*



*(Right) Representatives of the The Vital Marketing Group prepare brave attendees to ride the U.S. Army flight simulator game.*



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